



Character Area 1 Papago / North Tempe

DRC Study Session
October 12, 2021



Agenda

1. Intro to CA Planning;
CA-1 Contents
2. Review of the
Outreach Process
3. Draft plan content
and examples
4. Next Steps & Timeline
5. Discussions



AGENDA
1

CHARACTER AREA-1 PAPAGO/NORTH TEMPE



PAPAGO/NORTH TEMPE



<https://characterareas.tempe.gov/pages/area1>

WHAT IS A CHARACTER AREA PLAN



✓ SCOPE

A high-level vision and policy-level plan for the area. Advancing General Plan Goals, and Council Priorities. (Non-regulatory).

✓ VISION

A long-term vision and identity for the area as desired by the residents, business community and stakeholders.

✓ IDENTIFYING CHARACTER DEFINING ELEMENTS

History, Design aesthetics, Landscape, Open spaces, Parks, Canals, Cultural Resources, Housing types

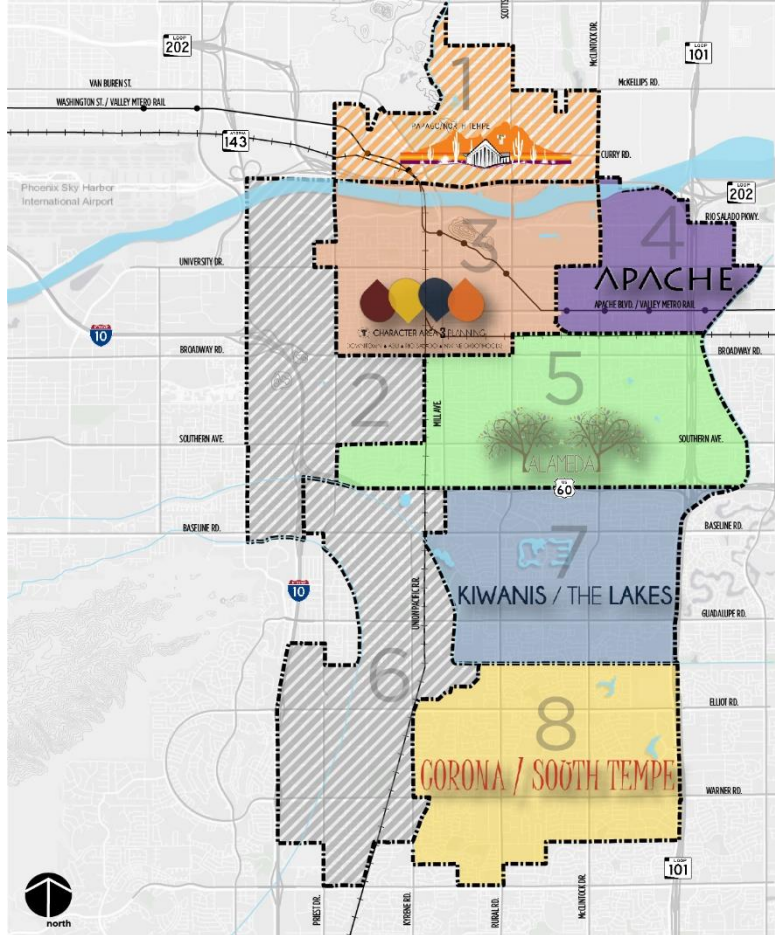
✓ DESIGN GOALS AND PRINCIPLES (CA-1)

Papago/North Tempe four Sub-Areas, Historic Preservation, Preserving Neighborhood Character , Neighborhood Standards for Walkability, Open Space/Public Gathering Space, Landscape and Vegetative Shade, Mobility & Connectivity, Canal Oriented Design, Quality Design, Public Art, Housing: Affordability & Aging in Place, Green Stormwater Infrastructure & Green Buildings, Clean Energy, Climate Change & Resilience to Extreme Heat, Public Health Friendly Planning

✓ PARTICIPATORY PROCESS

Virtual and in person meetings, surveys, reviews, focus groups, boards and commission, council, interdepartmental inputs

CHARACTER AREAS

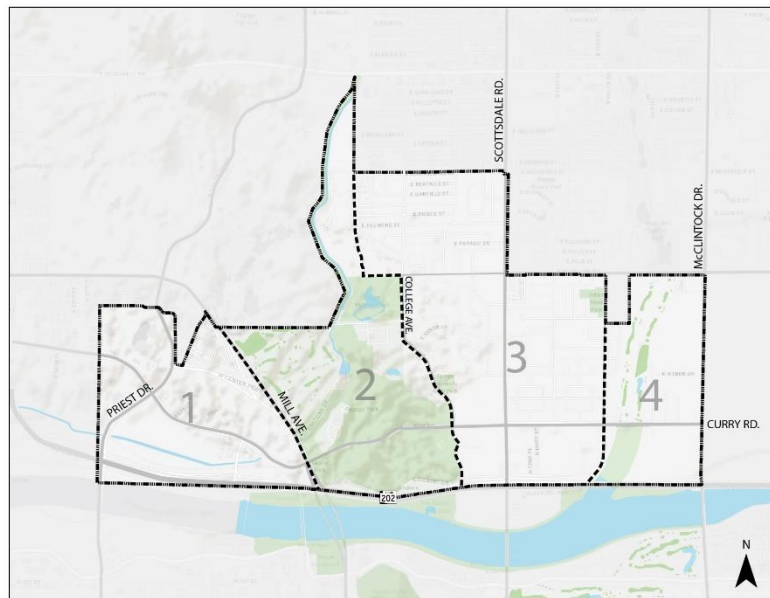


Eight Character Areas in Tempe



Map Showing the planning status of Character Areas:

- ✓ Plans completed (colored areas)
- ✓ Under planning process (orange hatching)
- ✓ To be completed in future (medium gray areas)



Character Area 1 Boundary

CITY-WIDE STATS FOR COMPARISON (2019-20)



	CA-1 (2019)	Tempe (2019)
Geographical Area	3.35 Sq. Miles (8.4%)	40.1 Sq. Miles
Population	9,920 (5.4%) (2020)	180,587 (2020)
No. of Housing Units	4,891(2020)	75,530 (2020)
Median Age	29.2 years	29.5 years
Median Household Income	\$52,371	\$57,994
Unemployment rate	4%	3.4%
Total No. of Jobs	7,677	195,250 (est.)
Total No. of Businesses	486	17,037

CHARACTER AREA-1 PLANNING STATUS



- Two kick-off meetings: March 15, 2021
- Public survey for preference
- Two public meetings held on May 11
- Two in-person meetings. June 14, 26
- Two focus group meetings on June 29
- “Dot.ocracry” survey May 11 - June 30
- Presentation to 10 Boards, Commissions
- Draft Plan released to public August 26, 2021. Comment period ended on September 19, 2021. 31 respondents.





REVIEW: OUTREACH PROCESS



Public Outreach Examples - Postcards

PAPAGO/NORTH TEMPE

Tempe Character Area 1 – Papago/North Tempe Kick-Off

Join us at one of two virtual kick-off options. The same information will be presented at both.

Monday, March 15
Noon – 1 p.m.

Or

Monday, March 15
6 – 7 p.m.

To participate, or to view the recorded meeting and other project materials, visit characterareas.tempe.gov. Online comment will be open from **March 15 – April 4**.

Unable to get online? Contact Brenda Clark, Neighborhood Services, 480-858-2257

Project questions? characterareas@tempe.gov
480-350-8073

Área de Carácter de Tempe 1- Inicio para Papago/Norte Tempe

Acompáñenos en una de dos juntas. La misma información se presentará en ambos.

Lunes, 15 de marzo
Mediodía – 1 p.m.

o

Lunes, 15 de marzo
6 – 7 p.m.

Para participar, o para ver la junta grabada y otros materiales del proyecto, visite characterareas.tempe.gov. El comentario estará abierto del **15 de marzo al 4 de abril** por internet.

¿No puedes conectarte? Contacte a Brenda Clark, Servicios del Vecindario, 480-858-2257

¿Preguntas del proyecto? characterareas@tempe.gov o 480-858-2257.

La junta será conducida en inglés y un traductor estará disponible.

characterareas.tempe.gov

PAPAGO/NORTH TEMPE

Tempe Character Area 1 – Dots for Dot-o-craely

Stop by for a cool treat and share feedback on planning and design goals for your neighborhood.

Monday, June 14
6 – 7 p.m.
Papago Park Ramada
1000 N. College Ave.

Or

Saturday, June 26
9 – 10 a.m.
Papago Park Ramada
1000 N. College Ave.

Vote with dots to prioritize the draft planning principles that are based on what we've heard from you so far to create a Character Area 1 Plan that reflects the community's aspirations.

To participate **online through June 30**, visit tempe.gov/CharacterAreas.

Project questions? characterareas@tempe.gov or 480-350-8073

Área de Carácter de Tempe 1 - Puntos para la Dot-o-craely

Pase por aquí para disfrutar de una sorpresa y compartir comentarios sobre la planificación y los objetivos de diseño para su vecindario.

Lunes, 14 de junio
de 6 – 7 p.m.
Papago Park Ramada
1000 N. College Ave.

o

Sábado, 26 de junio
de 9 – 10 a.m.
Papago Park Ramada
1000 N. College Ave.

Vota con puntos para priorizar el proyecto de principios de planificación que se basan en lo que hemos escuchado de usted hasta ahora para crear un Plan de Área de Carácter 1 que refleje las aspiraciones de la comunidad.

Para participar por **Internet hasta el 30 de junio**, visite tempe.gov/CharacterAreas.

¿Preguntas del proyecto? characterareas@tempe.gov o 480-858-2257.

La junta será conducida en inglés y un traductor estará disponible.

tempe.gov/CharacterAreas

An example. Snapshot of outreach efforts for Dotocracy Survey



FACEBOOK

6/8/21 – Meeting reminder. Reach: 1,277 | Engagement: 36
6/14/21 - Meeting reminder. Reach: 3,558 | Engagement: 103
6/26/21 – Meeting reminder. Reach: 2,431 | Engagement: 83
6/30/21 - Survey reminder. Reach: 794 | Engagement: 15

TWITTER

6/7/21 – Meeting reminder. Impressions: 1,975 | Engagement: 39
6/14/21 - Meeting reminder. Impressions: 1,196 | Engagement: 21
6/26/21 - Meeting reminder. Impressions: 1,458 | Engagement: 25
6/30/21 - Survey reminder. Impressions: 1,375 | Engagement: 31

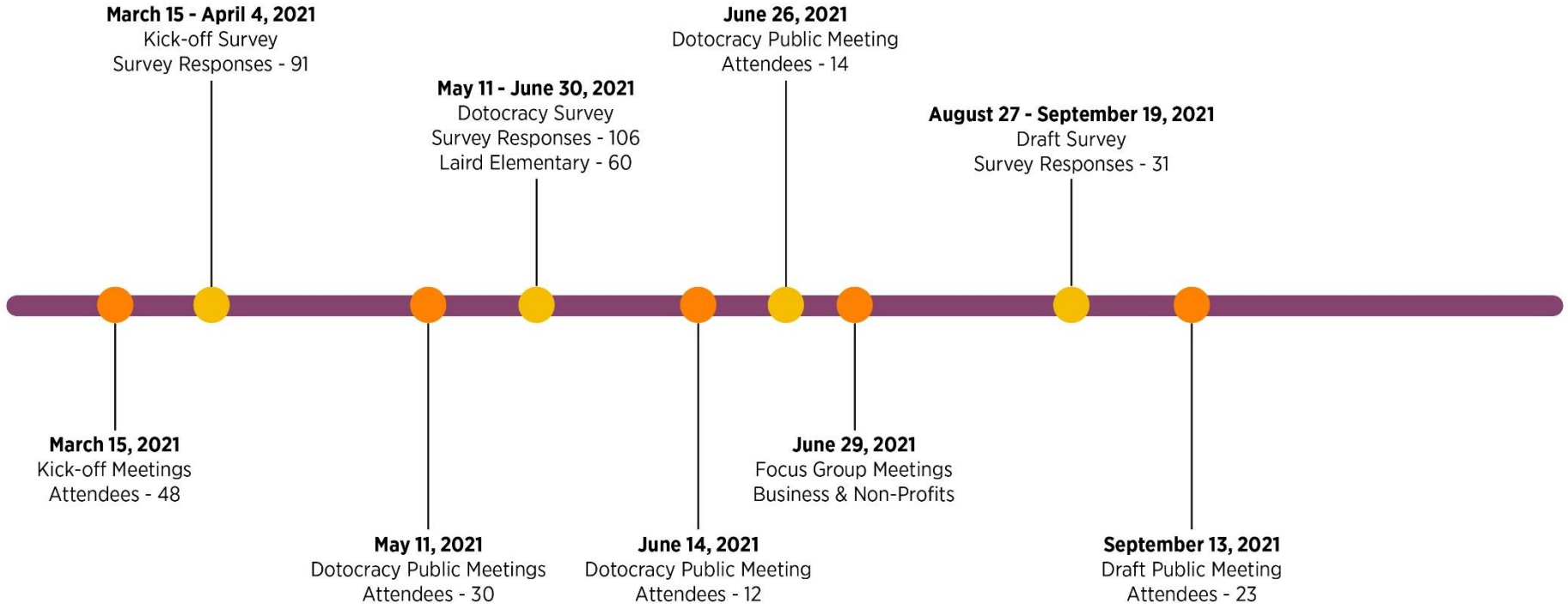
NEXEDOOR

5/20/21 – Survey reminder. Impressions: 165
6/30/21 – Survey reminder. Impressions: 244

EBLAST

6/4/21 – Meeting reminder: 637 opens
6/7/21 - Meeting reminder: 1,948 opens
6/21/21 - Meeting reminder: 1,752 opens

Public Outreach Meetings, Surveys

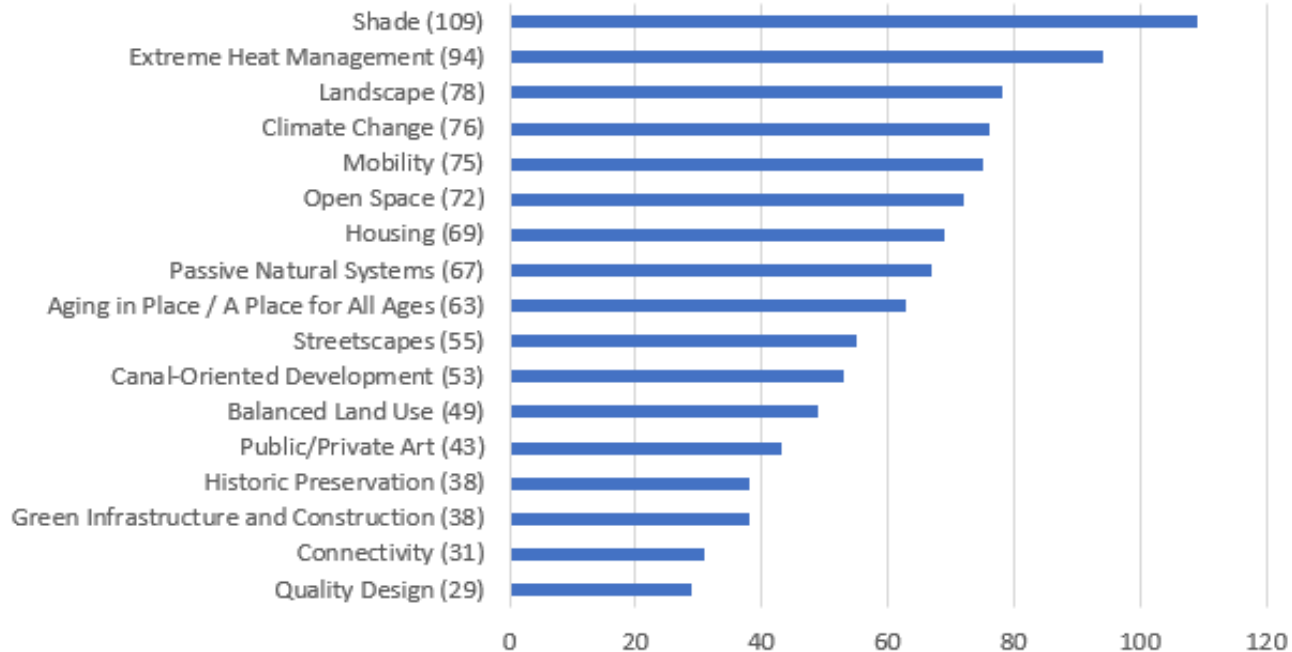


Dot.ocracy Responses (106 respondents)



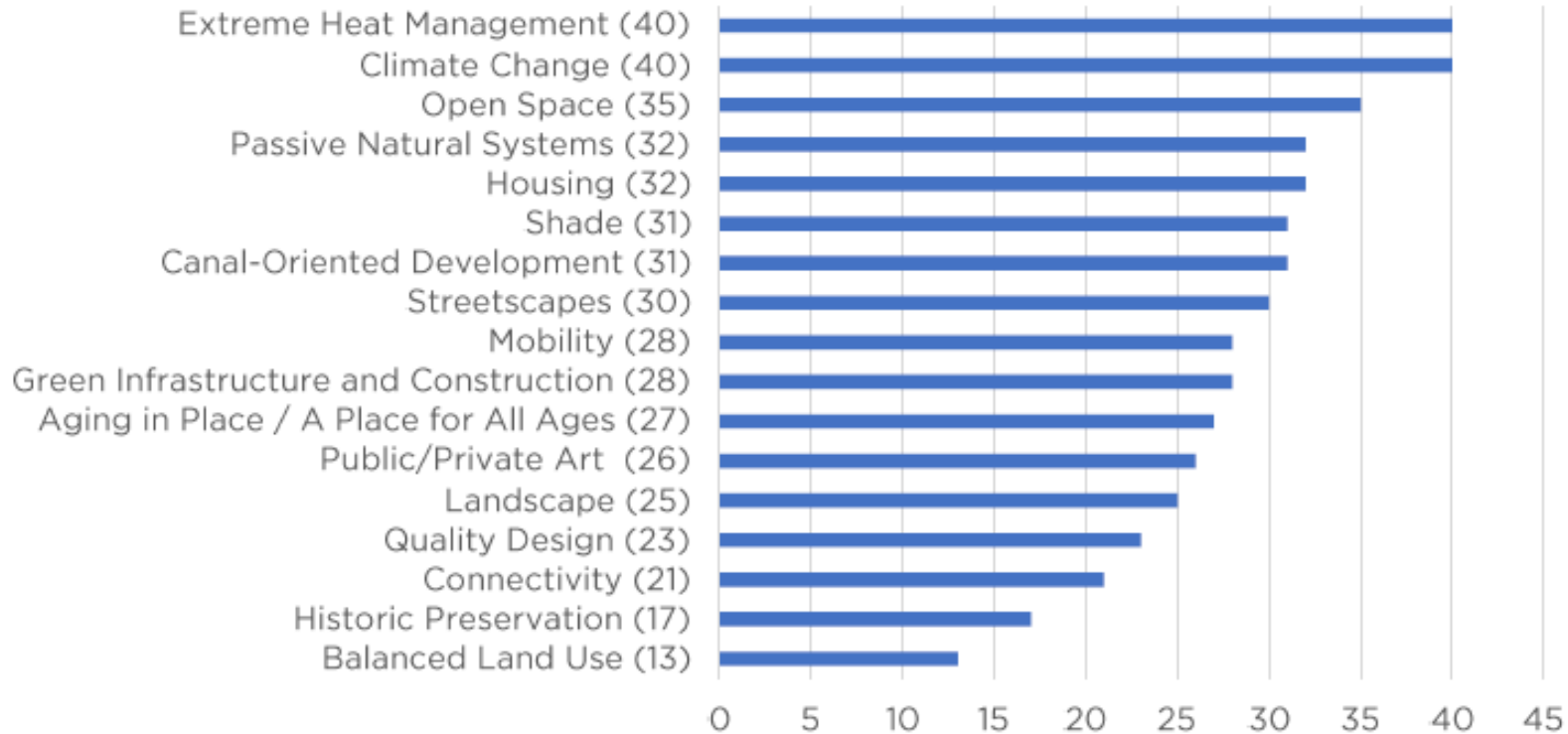
1. You have 10 dots to vote on what is most important to you for the area's future in land use, design, planning, transportation, safety, quality of life and sustainability. Use them all on one principle or spread them out.

Tempe Forum:



Total: 1,039 dots by 106 respondents

Laird Elementary:



Total: 479 dots by 60 respondents



DRAFT PLAN CONTENT

Draft Plan Content



- Preamble
 - Intro
 - Purpose of the Plan
 - Existing Character
 - County Island
 - History of the Area
 - Plan development through a public process
- Planning and design principles (15 elements)
- Appendices
 - Plant pallet
 - Character-defining Images
 - Examples visuals for design principles
 - Selected socio-economic data
 - Public input summary



Figure XX Canal side development and landscaping

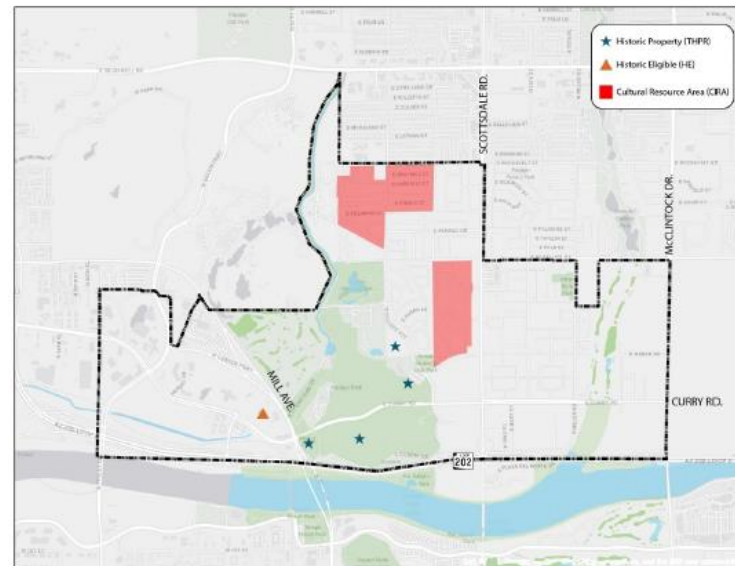


Figure XX Pedestrian bridge over the canal: compatible color, material durability, and massing

Historic Resources, Character-defining Elements (Examples)



- Eisendrath House
- O'Connor House
- Loma Del Rio Archaeological resources:
- Cross-cut Canal, power plant, multi-use path
- Natural landscape elements: Papago park, Hallman Park, Indian Bend Wash, Singh Meadows, Sonoran landscape
- Red rock formations near Papago park
- Historic, native, and adapted plants
- Big Surf establishment
- Older & new residential districts, commercial and institutional development including industrial establishments



A map showing historic resources in CA-1

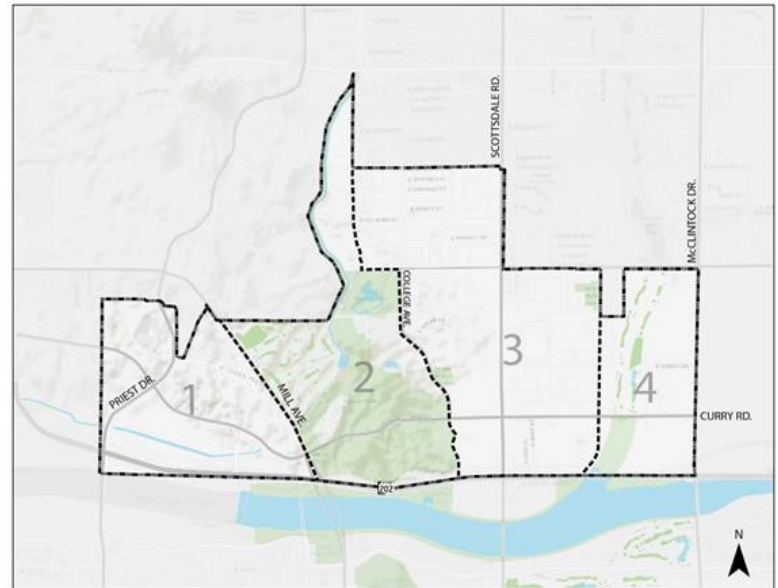
Some Images Reflecting Existing Character



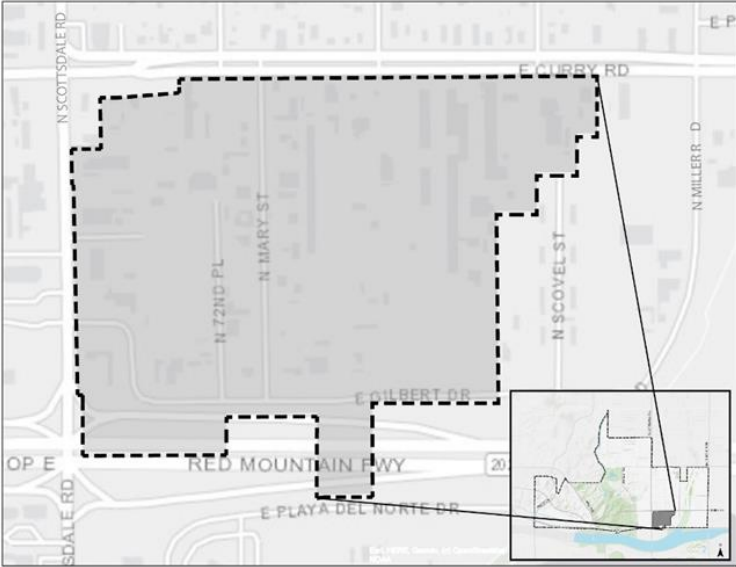
Four Sub-areas



1. Papago Business Center
2. Papago Park Preserve and Recreation
3. Scottsdale Road Business Corridor & Neighborhoods
4. Indian Bend Wash/McClintock Corridor



County Island



County Island Approx. 63 Acres



A possible concept of street connectivity

Design Principles - Elements



1. Papago/North Tempe 4 Sub-Areas
2. Historic Preservation
3. Preserving Neighborhood Character
4. Neighborhood Standards for Walkability
5. Open Space/Public gathering Spaces
6. Landscape and Vegetative Shade
7. Mobility and Connectivity
8. Canal-Oriented Design
9. Quality Design
10. Public Art
11. Housing Affordability and Aging-in-Place
12. Green Storm Water Infrastructure and Green Buildings
13. Clean Energy
14. Climate Change and Resilience to Extreme Heat
15. Public Health-Friendly Planning

An example of Design Principle - Public Art



Public art adds beauty and value to public spaces, enhances the experience for residents and visitors, and provides a means to express Tempe's community character.

Principles

- a. Create a rich variety of site-specific, integrated art in all neighborhood developments including mixed-use and multi-family projects.
- b. Encourage public art which reflects cultural, historic, or geographic elements that make North Tempe unique.
- c. Promote art as community infrastructure in transit stops, neighborhoods, parks, public and private plazas and courts, and commercial areas.

An example of Design Principle - Landscape



The Sonoran Desert is rich with plants and vegetation that have exquisite and sometimes unique textures and forms. Character Area 1 is full of desert environment especially in the Papago Park, Hallman Park and the several open spaces west of College Avenue.

This area will benefit from promotion of a non-invasive, drought-tolerant, indigenous, and water conserving plant palette in developments and public spaces. Further, the landscaping elements should be bio-diverse, and which reflect the local vegetative character of the area. As shade from trees is an important element to provide comfort and promote health and safety in the desert environment, trees that have a full canopy and shade capacity are encouraged.

Design Principles: Visual Examples



Rainwater redirect to landscaping



Façade: Variation of color, materials, shade



Canal-oriented design



Canal-oriented design



Shaded walkways in development



Green roof, and walls

Design Principles: Visual Examples



Shaded urban open space



Variation in residential building facade



View shade protection along canal



Shading of walkways by solar panels



Structural shades on windows



Public art in office development



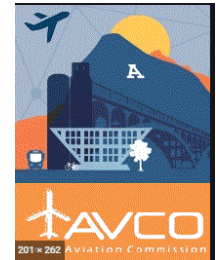
NEXT STEPS & TIMELINE

PRESENTATIONS TO BOARDS & COMMISSIONS, FOCUS GROUPS



Completed

1. Neighborhood Advisory Commission (06-02-21, and 09-01-21)
2. Transportation Commission (06-08-21)
3. Aviation Commission (06-08-21)
4. Historic Preservation Commission (06-09-21)
5. Municipal Arts Commission (06-14-21)
6. Development Review Commission (06-22-21, and 10-12-21)
7. Desert Conservation Commission (06-28-21)
8. Two Focus Groups (06-29-2021)
9. Parks, Rec., and Golf Adv. Board (08-18-21)
10. Sustainability Commission (08-23-21)
11. DRC study session, (10-12-2021)





Kick-Off Meetings: March 15, 2021

Intro to the CA-1 planning process, initial inputs, initial; survey of preferences from the community



May 11, 2021: VIRTUAL PUBLIC MEETING

Input into Design Principles: design elements, patterns, landscape, building materials, amenities. Dotocracy



June 14 and 26, 2021

Local Pop-ups, Stakeholder (Focus Group) Meetings
Priorities / Additional Dotocracy / Youth group



SUMMER 2021

Initial Board & Commission Presentations and Outreach including two public meeting on 09-13-2021

FALL / WINTER 2021

Draft Plan / Public Review (Virtual and in-person), and revisions, DRC Review (Oct 12) and hearing (Nov 10)

WINTER 2021 / EARLY 2022

City Council action on final draft plan (possibly Dec 9)

QUESTIONS & DISCUSSION; CONTACTS



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